



**Contact:** **Ron Ballanti**  
**Strike Zone Communications**  
**818.349.4608**  
[ron@strike-zone.net](mailto:ron@strike-zone.net)

## **AIRMAR OPENS NEW DISTRIBUTION FACILITY IN SAINT-MALO, FRANCE**

Airmar EMEA to Serve Growing European, Middle Eastern and African Markets

**Milford, New Hampshire, February 26, 2008** — Airmar Technology Corp., the world-leading marine transducer manufacturer has announced the opening of Airmar EMEA—to better serve an increasing market for its products across Europe, the Middle East and Africa. Airmar EMEA will distribute Airmar Technology’s line of transducers, NMEA sensors and accessories, WeatherStation™ Instruments, Compass and GPS sensors throughout the Europe, Middle East and Africa region.

Airmar EMEA will be based in a new, 5,000-sq.-ft. facility in Saint-Malo, France, custom designed to meet the needs of Airmar’s customer service oriented business model. This new building has plenty of space for a full inventory of Airmar products, ensuring product selection and availability, along with same day shipping. Airmar EMEA—which replaces Airmar Europe’s Denmark headquarters of the past seven years—will allow for an expanding Airmar product line and provide ample room for in-house training seminars and product demonstrations.

“As the marine electronics and boating industry is globalized, this has become an increasingly important market for our products,” said Airmar CEO/Chairman Stephen Boucher. “We can’t help but be excited about Airmar’s future in this key region of the world. We have a great team in place and a state-of-the-art new facility that will help us serve today’s market and prepare for future growth, as well,” Boucher added.

Airmar EMEA will be headed by Sales Manager Bertrand Picarda, who joined the company in November 2007. Picarda has more than 15 years of experience in the marine industry, including serving as Lowrance’s Sales and Marketing Manager for Southern Europe and Africa. Supporting Picarda will be Operations Manager Nadine Chevreul, who comes to Airmar EMEA from Rapala France. Also joining the team is Neil Robertson, who will serve as Warehouse Operator.

For more information about Airmar’s complete line of transducers, sensors and other products for the European, Middle Eastern and African Markets, contact Airmar EMEA at 9, BIS Rue des Grands Jardins, ZI Sud, 35400 Saint-Malo, France. Phone: +33 (0) 2 23 52 06 48. [www.airmar-emea.com](http://www.airmar-emea.com).

###



*Sensing Technology*



From Left: Airmar EMEA Operations Manager Nadine Chevreul, Sales Manager Bertrand Picarda and Warehouse Operator Neil Robertson



High-resolution images available — email [ron@strike-zone.net](mailto:ron@strike-zone.net)

###